

Message Text

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ACTION EB-11

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FM AMEMBASSY BANGKOK

TO SECSTATE WASHDC PRIORITY 823

UNCLAS BANGKOK 2940

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: COST ESTIMATES FOR POST' INPUTS INTO COMMERCIAL SERVICES

REF : STATE 251796

1. FOLLOWING ARE EMBASSY'S ESTIMATES OF PERSON-HOURS PER
UNIT OF COMMERCIAL SERVICES LISTED PARAGRAPHS 3 THROUGH 5
OF REFTEL, WITH NUMBERED COLUMN HEADINGS CORRESPONDING WITH
SAMPLE CONTAINED PARAGRAPH 6 REFTEL:

(1)	(2)	(3)	(4)	(5)	(6)
WTDR'S, NEW	1/2-FS03	1/6-FSS7	6-\$3,100	\$12.88	80
WTDR'S, UPDATED	1/2-FS03	1/6-FSS7	4-\$3,100	9.10	120
TRADE OPS, PRIVATE	1/4-FS03	1/6-FSS7	2 1/2-\$3,100	14.00	200
TRADE OPS, TENDER	1/4-FS03	1/6-FSS7	4-\$3,100	8.68	100
INVESTMENT OPS	1/8-FS03	1/6-FSS7	1-\$3,100	2.35	5
LICENSING OPS	1/8-FS03	1/6-FSS7	1-\$3,100	2.35	3
ADS REQUEST	1/8-FS03	1/6-FSS7	4-\$3,100	8.68	50
MAJOR PROJECT RPTS	3-FS02	1/2-FSS7	7-\$5350	19.60	10
TRADE CENTER SHOW	360-FS05	40-FSS7	750-\$3,100	812.00	1 1/2
TRADE MISSIONS	56-FS03	4-FSS7	66-\$3,100	238.00	2
CATALOG SHOWS	60-FS04	4-FSS7	110-\$3,100	336.00	3
INHOUSE RESEARCH	150-FS03	0-FSS7	150-\$3,100	574.00	ANNUAL
US VISITORS, AGENT	1/2-FS03	1/10-FSS7	1/2-\$3,100	2.10	350
US VISITORS, BRIEFING	2/3-FS03	1/10-FSS7	1/8-\$5,000	1.72	500
LOCAL VISITORS	1/4-FS03	1/10-FSS7	1/2-\$3,600	1.62	580

SEEKING PRINCIPALS

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2. "OTHER COSTS PER UNIT", UNDER COLUMN (5) ABOVE, INCLUDE ESTIMATED PRO-RATED COSTS FOR THESE PARTICULAR FUNCTIONS OF COMMERCIAL SECTION'S ANNUAL RENT AND UTILITY CHARGES (TALLING \$13,620). SINCE COMMERCIAL PERSON-HOURS FOR LISTED FUNCTIONS AMOUNT TO APPROXIMATELY ONE-THIRD OF TOTAL ANNUAL COMMERCIAL PERSON HOURS, ONE-THIRD OF THESE COSTS HAVE BEEN PRO-RATED AMONG FUNCTIONS. ALSO PRO-RATED AMONG FUNCTIONS IS ONE-THIRD OF ESTIMATED PORTION OF EMBASSY'S ADMINISTRATIVE SERVICES TO COMMERCIAL SECTION (\$29,000). "OTHER COSTS PER UNIT" DO NOT INCLUDE SERVICES RENDERED BY OTHER U.S. AGENCIES, ESPECIALLY USIS, BUT BRIEFINGS FOR U.S. BUSINESSMEN BY OTHER SECTIONS OF EMBASSY ARE INCLUDED IN ESTIMATES.

3. INFORMATION AND ESTIMATES ON BOTTOM LINE OF ABOVE TABLE (LOCAL VISITORS SEEKING U.S. PRINCIPALS) DO NOT REPEAT NOT INCLUDE MAJORITY OF LOCAL VISITORS TO COMMERCIAL LIBRARY, TALLING APPROXIMATELY 2,200 PER YEAR, ALTHOUGH LARGE PROPORTION OF THESE ARE SEEKING INFORMATION ON U.S. SUPPLIERS AND PRODUCTS. THESE VISITORS ARE ASSISTED PRIMARILY BY LIBRARIAN WITH AVERAGE SALARY OF \$3,000. NEITHER DOES THIS INFORMATION INCLUDE THOUSANDS OF TELEPHONE INQUIRIES EACH YEAR (1,400 IN LIBRARY ALONE), FROM CALLERS SEEKING SIMILAR INFORMATION.

4. DIFFERENTIATION BETWEEN U.S. VISITORS SEEKING AGENTS AND THOSE REQUESTING BRIEFINGS IS SOMEWHAT ARBITRARY, SINCE MANY REQUEST BOTH. U.S. VISITORS INCLUDE APPROXIMATELY 75 THIRD COUNTRY NATIONALS REPRESENTING AMERICAN COMPANIES.

5. ALTHOUGH EMBASSY (STATE) COMMERCIAL PERSONNEL HAVE DEVOTED TIME TO SUPERVISING CONTRACTED MARKET RESEARCH STUDIES IN PAST, THERE HAVE BEEN NO SUCH STUDIES SINCE CLOSING OF BANGKOK TRADE CENTER IN 1972.
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